

Media Production Assistant Tompkins County

Department: County Administration
Classification: Competitive
Labor Grade: Confidential Grade 62
Approved: 8/13/21
By: RP, Commissioner of Human Resources

MINIMUM QUALIFICATIONS:

- (a) Graduation from a regionally accredited or New York State registered four-year college or university with a Bachelor's degree in communications, television-radio, media production, or equivalent; **OR**
- (b) Graduation from a regionally accredited or New York State registered two-year college or university with a Associates degree **AND** two (2) years of full-time paid (or the equivalent part-time) experience working in media production, audio-visual, information technology, or digital media; **OR**
- (c) Graduation from high school or possession of a high school equivalency diploma **AND** four (4) years of full-time paid (or the equivalent part-time) experience working in media production, audio-visual, information technology, or digital media.

Tompkins County is Committed to Equity and Inclusion. We encourage those with similar values to apply.

SPECIAL REQUIREMENT:

The successful candidate will possess a valid NYS Driver's license at the time of appointment and maintain such license throughout the life of employment. The employee is required to use his or her own personal transportation to perform the duties of this position.

DISTINGUISHING FEATURES OF THE CLASS:

This is a professional position involving responsibility for managing the production of media for County departments in conjunction with County Administration and the Communications Director. The individual in this position will manage the audio-visual streaming technology for public meetings of the Tompkins County Legislature and will coordinate additional media production in support of County Departments and the Communications Director. In addition to audio-visual responsibilities, this individual will coordinate the development and posting social media and website content. The work is performed under the general direction of the Communications Director. There is considerable leeway allowed for the exercise of independent judgment when carrying out the details of the work. An employee in this class may be required to serve as a lead worker or supervise entry level clerical, intern, contracted, and/or volunteer personnel as assigned. The incumbent will perform all related duties as required.

TYPICAL WORK ACTIVITIES:

- Oversees the recording and streaming of public meetings of the Tompkins County Legislature, including through YouTube and Spectrum Cable Access;
- Ensures the working order of the audio-visual technology in the Legislature Chambers and other equipment available for this work;
- Manages Tompkins County's YouTube channel, including live-streaming and comment moderation;
- Publishes public meeting information, general County messaging, and announcements on County social media channels. In some instances, drafts information and messaging to be published;
- Records, edits, and publishes video and digital media content for County departments in partnership with Communications Director;
- Offers support to departments for use of videoconferencing software including Zoom, as well as other media production software including social media;
- Assisting with development and posting of County website content;
- Attends regular meetings.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Working knowledge of audio-visual hardware and software technology;
- Thorough knowledge of the operation, care, and adjustment of electronic computers and related peripheral equipment;
- Thorough knowledge of video editing software (Adobe Premiere / Premiere Rush or equivalent);
- Ability to problem-solve and troubleshoot technical issues;
- Ability to create or develop additional content based upon diverse and inclusive lived experiences;
- Professional and responsive communication style;
- Ability to communicate effectively both orally and in writing;

PHYSICAL, MENTAL AND ENVIRONMENTAL DEMANDS:

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit, use hands to keyboard, handle, or feel objects, manipulate tools, or controls, and reach with hands and arms. The employee is required to see, walk, talk and hear. The employee must occasionally lift and/or move up to 40 pounds. Due to extensive computer usage, the job requires considerable visual effort. Vision abilities required by this job include close vision and the ability to adjust focus to a mid-range. The employee's physical and mental condition shall be commensurate with demands of the position, either with or without reasonable accommodation. Psychological demands are moderate for this position. Considerable interpersonal skills are necessary in order to create connections, obtain buy-in, cooperation with community agencies, municipalities and throughout the organization. Internal contacts may include work with elected officials, department heads or deputies and will require professional collaboration on overlapping projects. External contacts are with professional associates, liaisons, community groups and involve the development of professional networks. The work environment has minimal exposure to disagreeable conditions. The incumbent will perform all related duties as required.

Originally Created: 8/2021

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